

AMENDMENTS TO THE CLAIMS

1. (Previously Presented) A method of associating different criteria on a page to at least one product, comprising,
receiving option selections based on the different criteria,
assigning membership grades to the option selections,
relating the option selections to the at least one products, and,
forming at least one master membership grade for the at least one products based on the option selection membership grades. *what is*
2. (Previously Presented) A method according to claim 1, wherein receiving options selections based on the different criteria further comprises receiving an initial option selection and a submitted option selection.
3. (Previously Presented) A method according to claim 1, wherein receiving option selections based on the different criteria further comprises receiving at least one revised option selection.
4. (Previously Presented) A method according to claim 1, further comprising ~~wherein~~ providing the different criteria using at least one radio button selection scheme.
5. (Previously Presented) A method according to claim 1, further comprising ~~wherein~~ providing the different criteria using at least one check-box selection scheme.
6. (Previously Presented) A method according to claim 1, further comprising updating the page in response to receiving the option selections.
7. (Original) A method according to claim 1, wherein assigning membership grades to the option selections further includes,
identifying a submitted option selection, and,
assigning a greatest membership grade to the submitted option selection.

8. (Original) A method according to claim 1, wherein assigning membership grades to the option selections further includes,

identifying an initial option selection, and,

assigning a second greatest membership grade to the initial option selection.

9. (Original) A method according to claim 1, wherein assigning membership grades to the option selections further includes,

identifying at least one revised option selection occurring between an initial option selection and a submitted option selection, and,

assigning respectively decreasingly valued membership grades to revised option selections based on order of occurrence.

10. (Original) A method according to claim 7, wherein assigning a greatest membership grade to the submitted option selection further includes assigning the submitted option selection a membership grade of 1.0.

11. (Original) A method according to claim 8, wherein assigning a second greatest membership grade to the initial option selection further includes assigning the initial option selection a membership grade of 0.9.

12. (Original) A method according to claim 9, wherein assigning respectively decreasingly valued membership grades to revised option selections based on order of occurrence, further includes,

assigning membership grades to revised option selections based on a decrementing schedule of membership grades, the schedule have a greatest value of 0.8 and decrementing in one-tenth intervals, and

assigning a membership grade of 0.0 to all membership grade values less than 0.0.

13. (Original) A method according to claim 1, further comprising incorporating membership grades for a redundant selection of an option selection into a single membership grade for the option selection.

14. (Previously Presented) A method according to claim 13, wherein incorporating the redundant membership grades for a redundant selection of an option selection, further comprises, recognizing only the greatest membership grade for the option selection.

15. (Previously Presented) A method according to claim 1, further comprising ~~wherein~~ providing the different criteria using at least one purchase decision question.

16. (Previously Presented) A method according to claim 1, wherein forming a master membership grade for the at least one products based on the option selection membership grades, further includes,

- scaling the option selection membership grades, and,
- averaging the scaled membership grades.

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17. (Previously Presented) A method according to claim 16, wherein scaling the option selection membership grades, further includes,

identifying membership grades for an initial option selection,
identifying membership grades for at least one revised option selection, and,
dividing the membership grades for the initial option selection and the at least one revised option selection by the number of criteria.

18. (Previously Presented) A method according to claim 1, further comprising displaying the at least one product on the page based on the at least one master membership grade.

19-37. (Withdrawn)